

# For all that cancer takes, give it everything you've got.

## Stream for Daffodil Day social media tool-kit for gamers.

Cancer takes so much – from all of us. It takes from our sisters, brothers, neighbours, teammates and great mates. But together, we can give as good as we get. We can give it up for all the people who've helped you, or someone close to you, throughout the cancer experience.

Thanks for supporting Stream for Daffodil Day. We're excited to have you on board! In this toolkit you will find information and tips to help you create personalised content for the Daffodil Day Appeal and give hope for a cancer free future.

### Campaign overview

The Daffodil Day Appeal is Cancer Council's longest running fundraiser and is well-known and much-loved among the Australian community.

The Daffodil Day Appeal, held throughout August and peaking with Daffodil Day on Thursday August 25, is all about raising vital funds for Cancer Council's life-changing cancer

research. Your support really does make a difference, with cancer survival rates increasing from 51% in the late 1980s to around 70%.

All donations and funds raised through the Daffodil Day Appeal will directly fund cancer research projects across Australia.

### Key taglines

- For all that cancer takes, give this Daffodil Day and fund life-changing cancer research.
- For all that cancer takes, give hope.
- For all that cancer takes, give thanks this Daffodil Day.
- For all that cancer takes, give this Daffodil Day.

### Call to action:

**For all that cancer takes, give this Daffodil Day Appeal.**

## Give back, make a difference.



### Donate to cancer research

Every dollar raised helps fund life-changing cancer research, prevention and support programs for people affected by cancer.



### Fundraise and help save lives

Raise money in your community with your friends, family, school or colleagues to help Australians affected by cancer.



### Get involved in your area

Keep an eye out for how you can get involved in your online community.

## Cancer statistics

- It's estimated that 151,000 Australians were diagnosed with cancer in 2021 – that's over 400 per day.
- Almost 1 in 2 Australians will be diagnosed with cancer by the age of 85.
- It's estimated that over 1 million Australians are currently living with cancer.
- The number of new Australian cancer cases diagnosed over the period from 2020-2044 is projected to total more than 4.56 million.
- Around 70% of people will likely survive five years after a cancer diagnosis. This is an increase from 51% since the late 1980s.
- The number of Australians living with or beyond cancer is expected to increase by a staggering 72% in the next 22 years.
- By 2040, 1.9 million Australians will be living with, or beyond cancer.

## Hashtags

**#ForAllThatCancerTakesGive**

**#DaffodilDayAppeal2022**

## Instagram tags

**Cancer Council Queensland:** @cancercouncilqld

**Cancer Council New South Wales:** @cancercouncilnsw

**Cancer Council Victoria:** @cancervic

**Cancer Council WA:** @cancercouncilwa

**Cancer Council ACT:** @cancercouncil\_act

**Cancer Council NT:** @cancercouncilnt

**Cancer Council SA:** @cancercouncil\_sa

**Cancer Council Tasmania:** @cancertas

**Please also keep the below in mind when creating content for this campaign:**

- **Don't show alcohol, e-cigarette or cigarette use in any content.**
- **Don't show junk food or processed foods in any content.**
- **If content is created outside during the day and not under shade, please include at least one sun safe element in your outfit e.g. sunglasses or a hat.**

**Thanks a bunch for your support**  
**STREAM FOR DAFFODIL DAY**

## About Cancer Council

Cancer Council is Australia's leading cancer charity, working across every aspect of every cancer. Every day, we support families impacted by cancer when they need it most, speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk and find new ways to better detect, treat and live beyond cancer.

With your help, we're getting closer to a cancer free future every minute, every hour, every day.

For more information on Cancer Council visit [cancer.org.au](https://cancer.org.au) or for information and support call Cancer Council 13 11 20. This is a free, confidential information and support service for anyone with questions about cancer.